That which is claimed:

1.   A method for marketing, comprising:

defining a match between a user classification and an incentive;

receiving user data associated with a user terminal from a plurality of

5   sources;

classifying the user in a user classification; and

transmitting the incentive to the user if a match is defined between the user

classification and the incentive.

10   2.   The method of claim 1, wherein the user data comprises user viewing

selections.

3.   The method of claim 1, further comprising collecting user data.

4.   The method of claim 1, wherein the user data is associated with a user.

5.   The method of claim 1, wherein the user data comprises sales data and user

15   viewing selections, and further comprising, detecting a relationship

between the sales data and the user viewing selections, wherein said step of

classifying the user further comprises classifying the user in a user

classification if a relationship between the sales data and the user viewing

selections is detected.

20   6.   The method of claim 5, wherein said step of detecting a relationship further

comprises: detecting a relationship between the sales data and user viewing

selections if the user views advertisements for a product and purchases the

product.

7.   The method of claim 1, wherein said step of classifying the user further

25   comprises classifying the user in the user classification if the user data

satisfies a predefined parameter.

8.   The method of claim 1, wherein the user data comprises whether the

product associated with the incentive was purchased.

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9. The method of claim 1, wherein the user data comprises global computer network viewing data.

10. The method of claim 1, wherein the user data comprises survey data.

11. The method of claim 1, wherein the user data comprises sales data.

5 12. The method of claim 1, wherein the incentive comprises an image embedded into media content.

13. The method of claim 1, wherein the incentive comprises a coupon.

14. The method of claim 1, wherein the incentive comprises a banner.

15. A system for delivering targeted incentives to a user, comprising:

10 a server in communication with a user terminal;

user data stored on the server, wherein said user data is collected from a plurality of sources; and

a classification module in communication with the server configured for defining a match between a user classification and an incentive, and

15 classifying a user in a user classification based on said user data.

16. The system of claim 15, wherein the user data comprises user viewing selections.

17. The system of claim 15, wherein the user data comprises sales data and

20 user viewing selections, wherein said classification module is further configured for

detecting a relationship between the sales data and the user viewing selections; and

classifying the user in a user classification if a relationship between the

25 sales data and the user viewing selections is detected.

18. The system of claim 15, wherein said classification module is further configured for detecting a relationship between the sales data and user viewing selections if the user views advertisements for a product and purchases the product.

5   19. The system of claim 15, wherein said classification module is further configured for classifying the user in the user classification if the user data satisfies a predefined parameter.

20. The system of claim 15, wherein the user data comprises whether the product associated with the incentive was purchased.

10   21. The system of claim 15, wherein the user data comprises global computer network viewing data.

22. The system of claim 15, wherein the user data comprises survey data.

23. The system of claim 15, wherein the user data comprises sales data.

24. The system of claim 15, wherein the incentive comprises an image
15   embedded into media content.

25. The system of claim 15, wherein the incentive comprises a video program.

26. The system of claim 15, wherein the incentive comprises a banner.

27. The system of claim 15, wherein the incentive comprises a coupon.